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ABSTRACT

The Reinventing Agricultural Education for the Year 2020 initiative, a project conducted during 1996-1999 with a diverse group of more than 10,000 people from across the United States, resulted in this strategic plan designed to achieve the mission set by the initiative. That mission has a two-part focus: preparing students for career success in agricultural occupations and creating lifetime awareness of the global agriculture, food, fiber, and natural resources systems. One goal of the plan is to develop an abundance of highly motivated and well educated teachers in all disciplines involving agricultural education, at all educational levels. Among the actions intended to help meet that goal is to conduct a national forum to identify best practices of successful teacher preparation programs. Another goal of the plan is to insure that all students have access to lifelong instruction in agricultural-related topics through a variety of delivery methods. Among the actions to help meet that goal is to develop a collection of experiential learning models for varied student-teacher ratios in diverse settings. A third goal is all students becoming conversationally literate in agriculture, food, fiber, and natural resources systems. One action to help meet that goal is the development of an agricultural literacy course and materials. Another goal is partnerships and strategic alliances developed to ensure the continuous presence of education in and about agriculture-related subjects. Among the actions to be taken to meet this goal is to create Agricultural Education Centers of Excellence. The time frame for completing many actions is December 31, 2001-December 31, 2005. Outcome criteria for

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evaluation of the implementation of the strategic plan have been identified.
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The National Strategic Plan and Action Agenda for Agricultural Education

Reinventing Agricultural Education for the Year 2020

Creating the Preferred Future for Agricultural Education

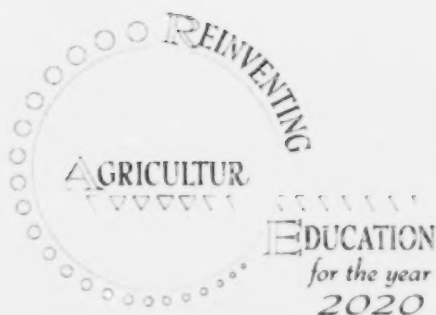
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Preface

From 1996 through 1999, a diverse group of more than 10,000 people from across the nation participated in a project entitled "Reinventing Agricultural Education for The Year 2020."^{*} This long-range visioning and strategic planning project provided an opportunity to shape the future and meet the fundamental needs of society by creating a new vision for agricultural education. Rather than reacting to change, the participants in this initiative took a proactive stance and looked ahead to develop a shared vision of the preferred future. The agricultural education system envisioned by these stakeholders begins in early childhood and continues throughout life. They challenged agricultural education to engage in a new global social contract to serve the needs of society, improve the quality of the environment, build leadership, increase collaboration and develop new approaches to new challenges.

Agricultural education's proud heritage provides the foundation upon which to build an effective educational system to address changes in food production, environmental stewardship, nutrition, human health, technology and the global economy.

The result of the Reinventing Agricultural Education for the Year 2020 initiative was a new vision, mission and goals for agricultural education. The vision, mission and goals apply to a national system of agriculture, food, fiber and natural resources education. The goals and objectives establish a strategic direction for the future.



^{*}The Reinventing Agricultural Education for The Year 2020 initiative, lead by the National Council for Agricultural Education, was funded by the W. K. Kellogg Foundation as a special project of the National FFA Foundation, Inc.

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Introduction

As the third millennium approaches, agricultural education will develop and implement programs to achieve a two-part mission. The mission focuses on preparing students for career success and creating lifetime awareness of the global agriculture, food, fiber and natural resources systems.

The vision created by the stakeholders participating in the Reinventing Agricultural Education for the Year 2020 initiative can be best achieved through a strategic plan designed to guide a multifarious group of men and women who provide the leadership for agricultural education. This group, led by the National Council for Agricultural Education, will depend on alliances and partnerships with agencies, groups and entities that comprise "Tomorrow's Agricultural Education Community" for developing the policies, procedures and strategies that will ensure high quality educational programming for students.

This strategic plan will enhance our position as a premier educational delivery system and align our activities and programs with the vision and directives of the stakeholders in the global agriculture, food, fiber and natural resources systems. In implementing this plan, agricultural educators

aspire to excellence in preparing students for lifelong learning and personal growth. We strive to accomplish our mission through teamwork that values individual strengths, healthy lifestyles, mutual respect, diversity, integrity, family, local communities and creative partnerships and alliances.

Vision

Agricultural education envisions a world where all people value and understand the vital role of agriculture, food, fiber and natural resources systems in advancing personal and global well-being.

Mission

Agricultural education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.





*Promoting Student and
Teacher Success*

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Goal 1

An abundance of highly motivated, well-educated teachers in all disciplines, pre-kindergarten through adult, providing agriculture, food, fiber and natural resources systems education.

Objectives

- Agricultural education leaders ensure a sufficient quantity of qualified agriculture teachers who represent the demographics of the nation.
- Preparation programs for all elementary, secondary and adult teachers integrate instruction in agriculture, food, fiber and natural resources systems.
- Agricultural education leaders provide relevant instructional leadership and professional development opportunities for themselves and all teachers.
- Teacher preparation programs rely on the most current and broadly representative research for developing curriculum and courses of study.
- Partnerships of leaders in agriculture, food, fiber and natural resources systems education, industry and government provide diverse learning experiences to ensure that school administrators and counselors are aware of the broad career opportunities available in agriculture.
- Agricultural education leaders provide instruction in the review, selection, adaptation and use of appropriate educational technologies and

teaching strategies to address the changing education environment.

Goal 2

All students have access to seamless, lifelong instruction in agriculture, food, fiber and natural resources systems through a wide variety of delivery methods and educational settings.

Objectives

- Collaboration among educators and educational entities ensure students benefit from educational effectiveness and efficiency.
- All students in urban, suburban and rural schools, have access to high-quality agricultural education programs.
- Students are prepared for successful careers in global agriculture, food, fiber and natural resources systems.
- Every agriculture student has opportunities for experiential learning and leadership development.
- Agricultural education instructional systems and materials provide for diverse learning styles.
- Student enrollments in agricultural education represent the diversity of the school-aged population.

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Goal 3

All students are conversationally literate in agriculture, food, fiber and natural resources systems.

Objectives

- Agriculture teachers encourage cross-curricular course development and instructional collaboration with teachers in all disciplines.
- All teachers include elements of agriculture in a relevant, integrated instructional approach.
- Agriculture teachers collaborate with other groups to bring factual information about agriculture, food, fiber and natural resources systems to all students.

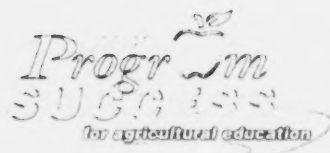
Goal 4

Partnerships and strategic alliances ensure a continuous presence of education in and about agriculture, food, fiber and natural resources systems.

Objectives

- Positive working relationships with multiple stakeholders build lines of communication and provide a diverse work force for the agriculture, food, fiber and natural resources industries.
- Broad-based coalitions of groups and organizations collaborate to develop and disseminate contemporary agriculture curricula for all students.
- Partnerships and strategic alliances provide strong support for agricultural education.
- Numerous and varied stakeholders, inside and outside the school system, engage in a continuing effort to strengthen and refine the shared vision, mission and goals.

Connecting with
the Agricultural
Education
Stakeholders



Call to Action

Planning is not an end, but rather a means for accomplishing an end. In today's rapidly changing world, agricultural education must be prepared to change constantly and make adjustments to meet new challenges and opportunities. This strategic plan is a call to action and should guide us in achieving our vision of the preferred future.

The National Council for Agricultural Education (The Council) is charged with the responsibility of developing policy and providing leadership for agricultural education at the national level; state leaders have that responsibility at the state level; and local teachers and administrators provide leadership at the local level. Effective implementation of the strategic plan requires trust, teamwork and synergy through an unyielding commitment to communication, cooperation and coordination at all three leadership levels.

The Council envisions that this will be best accomplished by the concerted efforts of all three levels in promoting Local Program Success. Local Program Success is agricultural education's system for delivering high quality agricultural education. It is based on seven keys to success, the first of which is planning (including developing a vision, mission, goals and operational plan for the local agriculture program). After the planning phase has been completed, the goal is to ensure that the three components

of a successful program (classroom/laboratory instruction, supervised agricultural experience programs and FFA) and the three strategies supporting these components (marketing, partnerships and professional growth) all exist at a quality level. When the seven keys to success exist at a high quality level, local students and local teacher(s) will be successful, states will be successful and agricultural education at the national level will be successful.

Operational strategies for implementing the national strategic plan were developed by The Council and constitute the second part of this document. The Council's priority strategies for implementing the strategic plan are outlined in the following action agenda for agricultural education. These priority actions will guide the Agricultural Education National Headquarters "Team Ag Ed" staff as they implement the policies, procedures, programs and activities that support the national strategic plan. The action agenda covers the five-year period from January 2000 through December 2005. The action items are categorized to address the four major goals of the National Agricultural Education Strategic Plan. State and local agricultural education personnel are encouraged to develop and/or refine their strategic plans and action agendas to ensure cooperation and coordination with this national plan.

Action Agenda

Goal 1

An abundant supply of highly motivated well-educated teachers in all disciplines, pre-kindergarten through adult, provide agriculture, food, fiber and natural resources systems education.

Actions

1. Organize and conduct a national forum to:
 - Identify best practices of successful teacher preparation programs.
 - Facilitate a national dialogue to address issues of scope, diversity and quality.
 - Include representation from all teacher preparation programs.
 - Develop a recruitment guidebook.
 - Increase teacher educator awareness of agriculture, food, fiber and natural resources systems.
 - Encourage collaboration among diverse teacher preparation programs.
2. Coordinate existing recruitment efforts at the national, state and university levels.
3. Develop national standards for university agriculture teacher preparation programs.
4. Develop and encourage alternative procedures for certifying teachers.

Goal 2

All students have access to seamless, lifelong instruction in agriculture, food, fiber and natural resources systems through a wide variety of delivery systems and educational settings.

Actions

1. Develop national agricultural education program standards and cross-reference all curriculum materials to existing local, state and national standards as appropriate.
2. Identify a model curriculum (kindergarten through adult), which includes a scope and sequence of courses relating to agriculture, food, fiber and natural resources systems.
3. Develop a collection of experiential learning models for varied student-teacher ratios in diverse settings.
4. Network with other groups to coordinate resources and expertise to develop educational programs that respond to new challenges and opportunities.
5. Develop instructional materials that amplify and expand the "whole person" concept of education, including leadership, personal growth and interpersonal development.

Providing
for seamless
transition
from school
to career.



Goal 3

All students are conversationally literate in agriculture, food, fiber and natural resources systems.

Actions

1. Establish an agriculture, food, fiber and natural resources systems education network that:
 - Serves all teachers and students.
 - Utilizes appropriate educational/informational technology.
 - Provides interactive opportunities.
 - Ensures an active and inclusive coalition of agricultural literacy groups.
 - Includes and benefits diverse populations including private school, home school and adult students (including retirees).
2. Develop age-appropriate competencies that reflect conversational literacy in agriculture, food, fiber and natural resources systems.
3. Develop an appropriate agricultural literacy course and materials for future teachers and strategies to ensure the successful completion of the course.
4. Develop agriculture, food, fiber and natural resources systems instructional materials for use by all teachers.

Goal 4

Partnerships and strategic alliances ensure a continuous presence of education in and about agriculture, food, fiber and natural resources systems.

Actions

1. Create Agricultural Education Centers of Excellence.
2. Involve diverse stakeholders in planning and delivering instruction that creates local program success.
3. Develop programs to create, educate and recognize effective partnerships and alliances in agricultural education.
4. Create a diverse and inclusive national level entity to continue the process of visioning, mission adjustment and goal setting.
5. Develop a network to promote free enterprise and entrepreneurship for all students.

Time Frame:

The National Council for Agricultural Education developed this action agenda to begin the process of achieving the vision, mission, goals and objectives developed through Reinventing Agricultural Education for the Year 2020. The action agenda covers the time period from January 1, 2000 through December 31, 2005. The action items are scheduled for completion according to the following timelines.

Goal 1 (items one through four)
December 31, 2001

Goal 2 (items one through three)
December 31, 2002

Goal 2 (items four and five)
December 31, 2005

Goal 3 (items one through four)
December 31, 2004

Goal 4 (item one)
December 31, 2001

Goal 4 (items two through five)
December 31, 2003

Resources:

Agriculture, food, fiber and natural resources systems education is a human resource intensive endeavor. Agricultural education leaders will be required to seek out additional resources and expanded financial support through effective marketing in order to achieve the goals and objectives outlined in this strategic plan and action agenda. Achieving excellence will require collaboration and cooperation from many stakeholders in agriculture, food, fiber and natural resources systems education. Existing partnerships and alliances must be strengthened and new ones developed to provide additional human and fiscal resources to achieve the vision developed by the stakeholders participating in the Reinventing Agricultural Education for the Year 2020 initiative.

"The best way to
predict the future
is to invent it."

Peter Drucker

"In our hands
is the power
to choose."

Stephen Covey

Outcomes:

Two outcomes The Council desires from this action agenda are: 1) achievement of excellence in preparing students for personal growth and career success and 2) involvement of a broad group of diverse stakeholders in agriculture, food, fiber and natural resources systems.

- **Involvement**—The Council desires to continually involve a broad representation of stakeholders in agriculture, food, fiber and natural resources systems as measured by:

- The total number of students and teachers participating in programs.
- The number of annual contacts with internal and external stakeholders.
- The number of stakeholders involved in projects and programs.
- The diversity of those involved in projects and programs.

- **Excellence**—It is the Council's goal to be evaluated as excellent by its customers, the students and teachers it serves. To determine customer satisfaction, The Council will attempt to maintain an "Excellent" rating ranging between 4.3 and 5.0 (on a 5.0 scale).
- Quality rating by customers on The Council's performance.

Summary and Acknowledgements:

This strategic plan and action agenda were developed as part of the Reinventing Agricultural Education for the Year 2020 Project, funded by the W. K. Kellogg Foundation, as a special project of the National FFA Foundation, Inc. The National Council for Agricultural Education gratefully acknowledges their support and the work of the Reinventing Agricultural Education for the Year 2020 Steering Committee that guided the development of this plan and action agenda.

The Council and the Reinventing Agricultural Education for the Year 2020 Steering Committee consider this strategic plan and action agenda to be a very significant and important step in creating the preferred future for agricultural education. However, they both emphasized the importance of ensuring that visioning, strategic planning and implementation become continuous efforts, with additional development, refinement and execution of plans regularly occurring at local, state, regional and national levels.



The Reinventing Agricultural Education for the Year 2020 initiative is sponsored by the
W.K. Kellogg Foundation as a special project of the National FFA Foundation, Inc.

 W.K. KELLOGG FOUNDATION

THE COUNCIL

A national partnership for excellence
in agriculture and education

As a member, your child will receive a national program and resources that will provide the support and support for the continuous improvement and development of your child's education.

The Council is a national organization that works to improve the quality of education for all students. It is a national organization that works to improve the quality of education for all students.

For more information, please contact your local Council office or visit our website at www.thecouncil.org.